Please add the following claims:

67.     A computer readable storage medium, wherein the computer readable storage medium stores program code thereon, and wherein the program code, when executed by a computer, performs the following functions:

a) monitoring display of content received over the Internet;

b) generating monitoring data resulting from the content monitoring;   and,

c) electronically transferring the monitoring data to a remote location.

68.     The computer readable storage medium of claim 67 wherein the remote location is a first remote location, and wherein at least a portion of the program code is received from a second remote location.

- 2 -

69. The computer readable storage medium of claim 68 wherein the content is received from a third remote location.

70. The computer readable storage medium of claim 69 wherein the third remote location is the second remote location.

71. The computer readable storage medium of claim 69 wherein the second remote location is the first remote location.

72. The computer readable storage medium of claim 69 wherein the third remote location is the first remote location.

73. The computer readable storage medium of claim 69 wherein the first, second, and third remote locations are the same remote location.

74.    The computer readable storage medium of claim 68 wherein the second remote location is the first remote location.

75.    The computer readable storage medium of claim 67 wherein the content has a position on a display, and wherein the function a) comprises the function of monitoring the position of the content on the display.

76.    The computer readable storage medium of claim 75 wherein the content is first content, wherein second content is displayed on the display, wherein the second content has a position on the display, and wherein the function a) comprises the function of comparing the positions of the first and second content on the display.

77.    The computer readable storage medium of claim 76 wherein the function a) comprises the function of determining whether one of the first and second content occludes

at least a portion of the other of the first and second content on the display.

78.    The computer readable storage medium of claim 77 wherein the function a) comprises the function of determining a duration of the occlusion.

79.    The computer readable storage medium of claim 67 wherein the function b) comprises the function of generating data relating to a cursor being over the content on the display.

80.    The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring a change in time with respect to a characteristic of the content on the display.

81.    The computer readable storage medium of claim 67 wherein the function a) comprises the function of moni-

toring a duration that the content is displayed on the display.

82. The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring selection of a hyperlink within an area of the content.

83. The computer readable storage medium of claim 67 wherein the program code, when executed, performs the additional function of transmitting demographic information.

84. The computer readable storage medium of claim 67 wherein the function c) comprises the function of electronically transferring the monitoring data to a remote location over the Internet.

85. The computer readable storage medium of claim 67 wherein the function c) comprises the function of encrypting the monitoring data.

86. In a computer network having one or more servers connectable to one or more users, a method of monitoring the amount of time a user displays content comprising the following steps:

a) downloading the content from a first server in response to an address specified by a client, wherein the address is an address corresponding to the content;

b) downloading an executable program from a second server, wherein the executable program is arranged to determine the amount of time that the content downloaded from the first server is displayed by a user; and,

c) uploading client identifying indicia and the amount of time determined by the executable program to a third server.

87. The method of claim 86 wherein the first and second servers are the same server.

88. The method of claim 86 wherein the first and third servers are the same server.

- 7 -

89.   The method of claim 86 wherein the second and third servers are the same server.

90.   The method of claim 86 wherein the first, second, and third servers are the same server.

91.   The method of claim 86 wherein the content has a position on a display, and wherein step c) comprises the step of uploading monitoring data relating to the position of the content on a display.

92.   The method of claim 91 wherein the content is first content, wherein second content is displayed on the display, wherein the second content has a position on the display, and wherein step c) comprises the step of updating data regarding the relative positions of the first and second content on the display.

93.   The method of claim 92 wherein step c) comprises the step of determining whether one of the first and

second content occludes at least a portion of the other of the first and second content on the display.

94.     The method of claim 93 wherein step c) comprises the step of determining a duration of the occlusion.

95.     The method of claim 86 wherein step c) comprises the step of generating data relating to a cursor being over the content on a display.

96.     The method of claim 86 wherein step c) comprises the step of monitoring a change in time with respect to a characteristic of the content on a display.

97.     The method of claim 86 wherein step c) comprises the step of monitoring a duration that the content is displayed on a display.

98.    The method of claim 86 wherein step c) com-
prises the step of monitoring selection of a hyperlink
within an area of the content.

99.    The method of claim 86 wherein step c) com-
prises the step of transmitting demographic information.

100.    The method of claim 86 wherein step c)
comprises the step of electronically transferring client
identifying indicia and the amount of time over the
Internet.